IN THE CLAIMS:

1-4. (Canceled)

5. (Previously presented) A light control film having a rough surface as one surface and a substantially smooth surface as the other surface, wherein total light transmission of the film for light entering from the smooth surface is not more than 65% and not less than 20% as measured according to the measurement method defined in JIS K7361-1:1997, and wherein haze is not less than 60% as determined by the measurement method defined in JIS K7136:2000.

6. (Previously presented) A backlight unit comprising a light guide plate equipped with a light source on at least one end portion thereof and having a light emergent surface approximately perpendicular to the end portion and a light control film according to claim 5 provided on the light emergent surface of the light guide plate.

7. (Previously presented) The backlight unit according to claim 6, wherein the light control film is disposed so that the substantially smooth surface faces the light guide plate.

8. (Previously presented) The backlight unit according to claim 6, wherein a prism sheet is used between the light control film and the light guide plate.

Claims 9-11. (Canceled)

12. (Currently amended) A light control film having a rough surface as one surface and a substantially smooth surface as the other surface, wherein total light transmission of the film for light from the smooth surface is not more than 65%, total light transmission of the film for light entering from the rough surface is not less than 80%, as measured according to the measurement method defined in JIS K7361-1:1997, and a value obtained by subtracting the total light transmission for smooth surface incidence from the total light transmission for rough surface incidence is not less than 30% total light transmission, the light control film having a haze of not less

than 60% as determined by the measurement method defined in JIS K7136:2000.

13. (Previously presented) A backlight unit comprising a light guide plate equipped with a light source on at least one end portion thereof and having a light emergent surface approximately perpendicular to the end portion and a light control film according to claim 12 provided on the light emergent surface of the light guide plate.

14. (Previously presented) The backlight unit according to claim 13, wherein the light control film is disposed so that the substantially smooth surface faces the light guide plate.

15. (Canceled)

16. (Previously presented) The backlight unit according to claim 13, wherein a prism sheet is used between the light control film and the light guide plate.

Claims 17-19. (Canceled)

20. (Currently amended) A backlight unit comprising ~~a light guide plate equipped with~~ a light source, a light diffusive plate having one side facing the light source ~~on at least one end portion thereof and having a light emergent surface approximately perpendicular to the end portion~~ and a light control film according to claim 12 provided on a side ~~the light emergent surface~~ of the light diffusive ~~guide~~ plate opposite the light source .

21. (Previously presented) The backlight unit according to claim 20, wherein the light control film is disposed so that the substantially smooth surface faces the light guide plate.

22. (Previously presented) The backlight unit according to claim 20, wherein a prism sheet is used between the light control film and the light guide plate.

23. (Previously presented) A backlight unit comprising a light source, a light diffusive

plate provided on one side of the light source and a light control film according to claim 5 provided on the side of the light diffusive plate opposite to the light source side.

24. (Previously presented) The backlight unit according to claim 23, wherein the light control film is disposed so that the substantially smooth surface faces the light source.

25. (Previously presented) The backlight unit according to claim 23, wherein a prism sheet is used between the light control film and the light guide plate.

26. (New) A light control film having a rough surface as one surface and a substantially smooth surface as the other surface, wherein:

total light transmission of the film for light entering from the smooth surface is not more than 65% and not less than 20% as measured according to the measurement method defined in JIS K7361-1:1997, and wherein haze is not less than 60% as determined by the measurement method defined in JIS K7136:2000; and

the rough surface is formed of multiple convex portions, each of the convex portions being defined by rotation of a curve around a central rotational axis.

27. (New) A backlight unit comprising a light guide plate equipped with a light source on at least one end portion thereof and having a light emergent surface approximately perpendicular to the end portion and a light control film according to claim 26 provided on the light emergent surface of the light guide plate.

28. (New) A backlight unit comprising a light source, a light diffusive plate provided on one side of the light source and a light control film according to claim 26 on a side of the light diffusive plate opposite the light source.

29. (New) The light control film according to claim 26 wherein haze is not less than 60% as determined by the method of measurement defined in JIS K7136:2000.

30. (New) The backlight unit according to claim 27 wherein the light control film is arranged with its substantially smooth surface facing the light guide plate.

31. (New) The backlight unit according to claim 27 additionally comprising a prism sheet between the light control film and the light guide plate.

32. (New) A light control film having a rough surface as one surface and a substantially smooth surface as the other surface, wherein:

total light transmission of the film for light from the smooth surface is not more than 65%, total light transmission of the film for light entering from the rough surface is not less than 80%, as measured according to the measurement method defined in JIS K7361-1:1997, and a value obtained by subtracting the total light transmission for smooth surface incidence from the total light transmission for rough surface incidence is not less than 30% total light transmission, the light control film having a haze of not less than 60% as determined by the measurement method defined in JIS K7136:2000; and

the rough surface is formed of multiple convex portions, each of the convex portions being defined by rotation of a curve around a central rotational axis.

33. (New) A backlight unit comprising a light guide plate equipped with a light source on at least one end portion thereof and having a light emergent surface approximately perpendicular to the end portion and a light control film according to claim 32 provided on the light emergent surface of the light guide plate.

34. (New) The backlight unit comprising a light source, a light diffusive plate provided on one side of the light source and a light control film according to claim 32 provided on a side of the light diffusive plate opposite the light source.

35. (New) The light control film according to claim 32 wherein haze is not less than 60% as determined by the method of measurement defined in JIS K7136:2000.

36. (New) The backlight unit according to claim 33 wherein the light control film is arranged with its substantially smooth surface facing the light guide plate.

37. (New) The backlight unit according to claim 33 additionally comprising a prism sheet between the light control film and the light guide plate.

38. (New) The backlight unit according to claim 34, wherein the light control film is disposed so that the substantially smooth surface faces the light guide plate.

39. (New) The backlight unit according to claim 34, additionally comprising a prism sheet between the light control film and the light guide plate.

41. (New) The backlight unit according to claim 28, wherein the light control film is disposed so that the substantially smooth surface faces the light source.

42. (New) The backlight unit according to claim 28, additionally comprising a prism sheet between the light control film and the light guide plate.